



Patent
Attorney's Docket No. 033855-007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of

Giacalone, Lou Jr.

Application No.: 09/828,257

Filed: April 6, 2001

For: SYSTEM FOR ELECTRONICALLY
DISTRIBUTING DISPLAYING AND
CONTROLLING ADVERTISING
AND OTHER COMMUNICATIVE
MEDIA

) **MAIL STOP AMENDMENT**

) Group Art Unit: 2154

) Examiner: HARESH N PATEL

) Confirmation No.: 4988

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 1, 2004, please amend the above-identified patent application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 4 of this paper.

Remarks begin on page 7 of this paper.